

IN THE CLAIMS:

1 1. A method of multi-stage creation of Rich Media Content, comprising the steps of:

2 a) accessing the Rich Media assets using a processor as an authoring tool to create a
3 Multimedia Vehicle Repository (MVR) file of selected stored Rich Media assets in a text based
4 format;

5 b) creating a template for structuring Rich Media Content; and

6 c) combining the template and the Rich Media Content description file in the
7 processor to create a MVR file executable on a multimedia player.

1 2. The method of Claim 1 further comprising the step of:

2 d) injecting other content into the Rich Media Content description file by another
3 user.

1 3. The method of Claim 1 further comprising the step of:

2 e) creating an XML based MVR file.

1 4. The method of Claim 1 further comprising the step of:

2 f) using a textual editor to create an MVR-XML file.

1 5. The method of Claim 1 further comprising the step of:

2 g) using an MVR-XML file as a data interchange among other Rich Media Content
3 creation applications.

0972491-160400

- 1 6. The method of Claim 1 further comprising the step of:
2 h) managing the creation of the template and Rich Media Content description file in
3 stages by different users.
- 1 7. The method of Claim 1 further comprising the step of:
2 i) operating the processor in a batch mode to combine the template and the Rich
3 Media Content description file into a Multimedia Vehicle Repository (MVR) file executable on a
4 multimedia player.
- 1 8. The method of Claim 1 wherein the processor runs in a batch mode for combining the
2 template and the Rich Media Content description file.
- 1 9. The method of Claim 1 wherein the Rich Media Content description file is created in
2 stages by different users injecting content into the template.
- 1 10. The method of Claim 1 wherein the MVR file is a Rich Media container in a binary
2 format.
- 1 11. A system for multi-stage creation of editable Rich Media content executable on a
2 multimedia player, comprising:
3 a) processor means for accessing selected Rich Media and creating a multimedia
4 repository file of the selected Rich Media content in an text based format;

5 b) means for creating and storing a template for assembling the Rich Media content;
6 and
7 c) processor means for combining the template and the description file into a
8 multimedia repository file executable on a multimedia player.

1 12. The system of Claim 11 further comprising:

2 d) means managing the creation of the template and Rich Media Content description
3 file in stages by different users.

1 13. The system of Claim 11 further comprising:

2 e) means operating the processor in a batch mode to combine the template and the
3 Rich Media Content description file into a Multimedia Vehicle Repository (MVR) file
4 executable on a multimedia player.

1 14. A program medium executable in a computer system for multi-stage creation of Rich
2 Media Content, comprising:

3 a) program code in a medium for accessing the Rich Media assets using a processor
4 as an authoring tool to create a Multimedia Vehicle Repository (MVR) file of selected stored
5 Rich Media assets in an text based format;

6 b) program code in a medium for creating a template for structuring Rich Media
7 Content; and

- 8 c) program code in a medium for combining the template and the Rich Media
- 9 Content description file in the processor to create an MVR file executable on a multimedia
- 10 player; and
- 11 d) injecting other content into the Rich Media Content description file by another
- 12 user.

1 15. The medium of Claim 14 further comprising:

- 2 e) program code creating an XML based MVR file.

1 16. The medium of Claim 14 further comprising:

- 2 f) program code creating an MVR-XML file using a textual editor.

1 17. The medium of Claim 14 further comprising:

- 2 g) program code using an MVR-XML file as a data interchange among other Rich
- 3 Media Content creation applications.

1 18. The medium of Claim 14 further comprising:

- 2 h) program code managing the creation of the template and Rich Media Content
- 3 description file in stages by different users.

1 19. The medium of Claim 14 further comprising:

